

## Remarks

### *A. Status*

Claims 1-27 were pending. Claims 1, 6-8, 12-14, 18-22, and 27 have been amended. Claims 5, 11, 15-17, and 24-26 have been canceled. Claims 28-32 have been added. Upon entry of the amendments, claims 1-4, 6-10, 12-14, 18-23, and 27-32 will be pending.

No new matter has been added. Support for amendments may be found throughout the specification. For example, support may be found at page 8, lines 15-27 and page 10, lines 12-18.

### *B. Introduction*

For the convenience of the Examiner, Applicants provide a summary of selected subject matter in this response. This summary should not be interpreted as limiting or defining the invention. Instead, this summary provides non-limiting examples so that certain amendments and general subject matter may be better understood and distinguished from the cited art.

Techniques of one or more claims allow a telephone number to be correlated with predefined information available on a network. The predefined information can be information that an entity defines and associates with its own telephone number. For example, a individual or company may wish for others to be able to access a personal web page, a classified ad, a news story, a map, a blog site, *etc.* This list of materials effectively predefines information to be accessible by others. The individual or company associates the information with his/its telephone number.

If information about the individual or company is desired, a user may simply enter his/its telephone number at a particular website. That website, in turn, can access a lookup table or other mechanism to identify and make accessible the predefined information that has been previously associated with the input telephone number.

By simply knowing a phone number, a host of valuable information relating to that phone number or its owner may be efficiently located. Applicants envision techniques of the invention being applied to, *e.g.*, a situation where a user enters a phone number of a friend in a personal digital assistant (coupled to a network via Wi-Fi or the like), and in return, is quickly and efficiently presented with links to the friend's personal web page, map to his house, blog site, news story, personal photo repository site, personal video repository site, *etc.* Such information has, in advance, been defined by the friend and associated with his telephone number so that others (who know his telephone number) can readily access it.

Claim 1 is directed to a system incorporating one or more aspects of this summary. Claim 8 is directed to a method incorporating one or more aspects of this summary. Claim 14 is also directed to a method but focuses on a more specific application involving classified advertisements. Claim 22 is directed to a computer readable media (*e.g.*, software housed on some storage) and also focuses on a more specific application involving classified advertisements.

*C. Section 103 Rejections*

Each pending claim stands rejected under 35 U.S.C. § 103 as being allegedly obvious in view of the Witek reference alone or in combination with the eBAY article. Applicants respectfully traverse and request the Examiner to reconsider the rejections in view of this response.

Each independent claim has been amended to clarify aspects of the invention. For example, claims have been amended to emphasize that an entity may predefine information and associate that information with a corresponding telephone number. Later, the predefined information can be readily retrieved by inputting the telephone number. In one embodiment, classified advertisements constitute information being accessible by way of telephone number. The cited art does not disclose, teach, or suggest such techniques as they are currently recited in each claim and particularly as they are recited in independent claims 1, 8, 14, and 22.

Neither Witek nor the eBay article disclose, teach, or suggest techniques where (a) an entity explicitly predefines information (classified information or otherwise) and explicitly associates that information with a telephone number and (b) where the telephone number is then used to provide users easy access to the predefined information. Instead, the cited art is directed to general classified ad systems and online auction techniques.

*D. Conclusion*

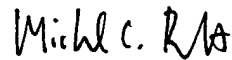
The present application is believed to be in condition for allowance. If there are any questions or concerns, the Examiner is invited to contact the undersigned attorney at 512-536-3018 or by e-mail at [mbarrett@fulbright.com](mailto:mbarrett@fulbright.com).

**Petition for Extension of Time**

Applicants petition for an extension of time of three months up to and including March 7, 2005 in which to respond to the present Office Action. A check is enclosed for the three-month extension of time.

If the check is inadvertently omitted, or should any additional fees be required for any reason, or should an overpayment be included, the Office is authorized to deduct or credit Fulbright & Jaworski Deposit Account No. 50-1212/EZCD:002US/MCB.

Respectfully submitted,



Michael C. Barrett  
Reg. No. 44,523  
Attorney for Applicants

FULBRIGHT & JAWORSKI L.L.P.  
600 Congress Avenue, Suite 2400  
Austin, Texas 78701  
Telephone: 512-536-3018  
Facsimile: 512-536-4598

DATE: March 7, 2005